This listing of claims replaces all prior versions, and listings, of claims in the application:

## Listing of Claims:

Claim 1 (currently amended): A method for developing traffic messages comprising: obtaining data on a computing platform indicating a plurality of traffic conditions on a road network, for each of said traffic conditions said data provides a start location at which said traffic condition begins and an end location at which said traffic condition ends;

for each of said traffic conditions, determining a road length from said start location to said end location; and

assigning a priority to said traffic conditions based upon said road lengths; and transmitting said data indicating said traffic conditions in said assigned priority as a plurality of traffic messages.

Claim 2 (canceled).

Claim 3 (currently amended): The method of Claim 1 further comprising: transmitting said data indicating said traffic conditions as a plurality of traffic messages; and

an end user computing platform receiving said traffic messages and processing said traffic messages in said assigned priority.

Claim 4 (currently amended): The method of Claim 1 wherein said step of transmitting further comprising:

selecting a subset of said traffic conditions, wherein said traffic conditions of said selected subset having higher assigned priority than said traffic conditions not selected; and

transmitting said subset of said traffic as a plurality of traffic messages.

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Claim 5 (currently amended): The method of Claim 1 wherein said step of transmitting further comprising:

transmitting said data indicating said traffic conditions having higher assigned priority more frequently than data indicating said traffic conditions having lower assigned priority.

- Claim 6 (original): The method of Claim 1 further comprising:

  obtaining an event description for each of said traffic conditions; and
  considering said event descriptions when assigning said priority.
- Claim 7 (original): The method of Claim 1 further comprising:
  obtaining a duration for each of said traffic conditions; and
  considering said durations when assigning said priority.
- Claim 8 (original): The method of Claim 1 further comprising:

  for each of said traffic conditions, identifying a road type on which said traffic
  condition is located; and
  considering said road types when assigning said priority.
- Claim 9 (original): The method of Claim 1 further comprising:
  obtaining a direction affected for each of said traffic conditions; and
  considering said directions when assigning said priority.
- Claim 10 (original): The method of Claim 1 further comprising:

for each of said traffic conditions, identifying whether a priority location reference code is located within said traffic condition; and

considering said identified priority location reference codes when assigning said priority.

Claim 11 (original): The method of Claim 1 further comprising:

determining whether one of said traffic conditions is co-located or connected with another of said traffic conditions; and

considering said co-locations or connections when assigning said priority.

Claim 12 (original): The method of Claim 1 further comprising:

using a plurality of predetermined range of road length categories;

for each of said traffic conditions, determining which road length category said road length of said traffic condition belongs;

changing said assigned priority of said traffic conditions within each of said road length categories based upon considering traffic condition information, wherein said traffic condition information includes at least one of: a type of traffic condition, a road type on which said traffic condition is located, a priority location is located within said traffic condition, a direction affected by said traffic condition, a duration of said traffic condition and co-location or connection with another of said traffic conditions.

Claim 13 (currently amended): A method for developing traffic messages comprising:

obtaining data on a computing platform indicating a plurality of traffic conditions
on a road network; and

prioritizing said traffic conditions <u>into an order</u> based upon considering at least one of: a road length affected by said traffic condition, a type of traffic condition, a road type on which said traffic condition is located, a priority location is located within said traffic condition, a direction affected by said traffic condition, a duration of said traffic condition and co-location or connection with another of said traffic conditions.

Claim 14 (original): The method of Claim 13 wherein said step of prioritizing considers more than one of the traffic condition information and assigns a weighting factor to each of said considered traffic condition information.

Claim 15 (original): The method of Claim 13 wherein said step of prioritizing considers at least one of said traffic condition information to form a preliminary order and considers at least another of said traffic condition information to modify said preliminary order.

Claim 16 (original): The method of Claim 13 wherein said direction is a direction of a commute.

Claim 17 (original): The method of Claim 13 further comprising:
transmitting said data indicating said traffic conditions in a sequence established by
said step of prioritizing.

Claim 18 (original): The method of Claim 13 further comprising selecting a subset of said traffic conditions, wherein said traffic conditions of said selected subset having higher priority than said traffic conditions not selected; and transmitting said subset of said traffic as a plurality of traffic messages.

Claim 19 (original): The method of Claim 18 wherein said subset of said traffic conditions is a predefined number of traffic conditions located within a broadcast service area.

Claim 20 (original): A method for developing traffic messages comprising:

obtaining data indicating a plurality of traffic conditions on a road network, for each of said traffic conditions said data provides a start location reference code representing a location at which said traffic condition begins, an end location reference code representing a location at which said traffic condition ends and an event description;

ranking said traffic conditions into a prioritized order based upon considering at least one of: a road length affected by said traffic condition, an importance of said event description, a road type on which said traffic condition is located, a priority location is located within said traffic condition, a direction affected by said traffic condition and colocation or connection with another of said traffic conditions;

transmitting said data indicating said traffic condition in said order as a plurality of traffic messages.

Claim 21 (original): The method of Claim 20 further comprising assigning a weighting factor to at least one of: said road length, said importance of said event description, said road type, said priority location, said direction and said co-location or said connection.

Claim 22 (original): The method of Claim 20 further comprising an end user computing platform receiving said traffic messages and processing said traffic messages in said prioritized order.

Claim 23 (original): The method of Claim 20 wherein a number of traffic messages transmitted is less than a total number of said traffic conditions.